

Case Study

tiney

How Tiney Scaled Operations by Expanding Its Offshore Team Role by Role

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Humanizing Growth

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Who is Tiney?

Tiney is the fastest-growing childminder agency in the UK, launched in 2019 by education reformer Brett Wigdortz OBE and a team of seasoned tech founders. Headquartered in London, Tiney offers flexible, high-quality early education and career opportunities for childcare professionals across the UK.

With over 1,500 registered childminders nationwide, Tiney delivers affordable childcare to families while supporting educators through a strong, mission-driven community. Its innovative model uniquely blends tech, social impact, and childcare quality. The core services of Tiney are:

- Childminder Onboarding & Training
- Family-Childminder Matching
- Childcare Operations Platform

Location

England

Industry

Education

Portfolio

1,500+ trusted childminders,

UK-wide

Year Established

2004



The Challenges

Growing Faster Than Internal Capacity

- **Bottlenecks in Pre-Qualification Workflows**

As Tiney scaled, it encountered delays in vetting potential preschool partners, slowing onboarding and growth.

- **Back Office Gaps in Sales, Marketing, and Payments**

Essential functions like document digitization, payment processing, and campaign support lacked sufficient internal resources.

- **Need for Fast and Flexible Talent Hiring**

The in-house team needed roles filled quickly but without the high costs and time demands of UK-based hiring.





The Solutions

Progressive Role Expansion Across Core Business Functions

- **Rapid Talent Acquisition Process**

Penbrothers fast-tracked hiring with a streamlined process tailored to Tiney's urgent needs. Filipino candidates were sourced and placed faster than standard SLAs.

- **Full HR and Admin Support Offloaded**

Tiney delegated HR operations including payroll, tax compliance, benefits, and employee engagement—freeing its core team to focus on scaling.

- **Gradual Role Expansion Across Teams**

After a successful initial hire, Tiney expanded offshore roles across departments, including sales, marketing, payments, and admin, reinforcing operations end-to-end.





The Results

Seamless Expansion From One Role to Full Remote Team

- **Scaled From 1 to a Multi-Role Remote Team**

What began with one hire grew into a cross-functional offshore team, boosting operational capacity without overwhelming HQ.

- **Faster Turnaround on Core Workstreams**

Pre-qualification and back-office tasks that once slowed progress became streamlined, accelerating partner onboarding and customer support.

- **Cut Talent Costs by 85% Per Role**

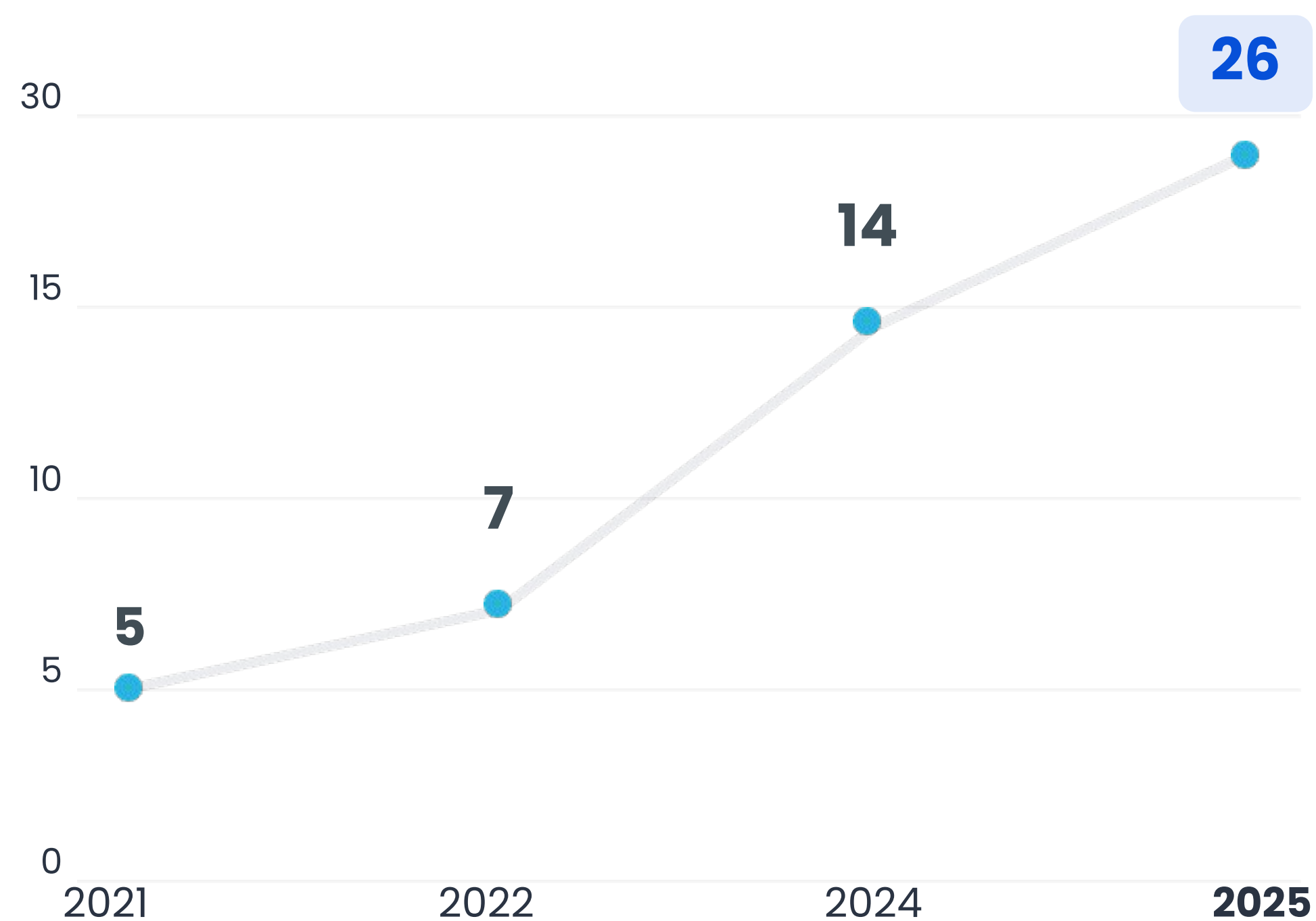
By hiring through Penbrothers, Tiney reduced average cost-per-hire by 85%, reallocating savings to strategic growth.



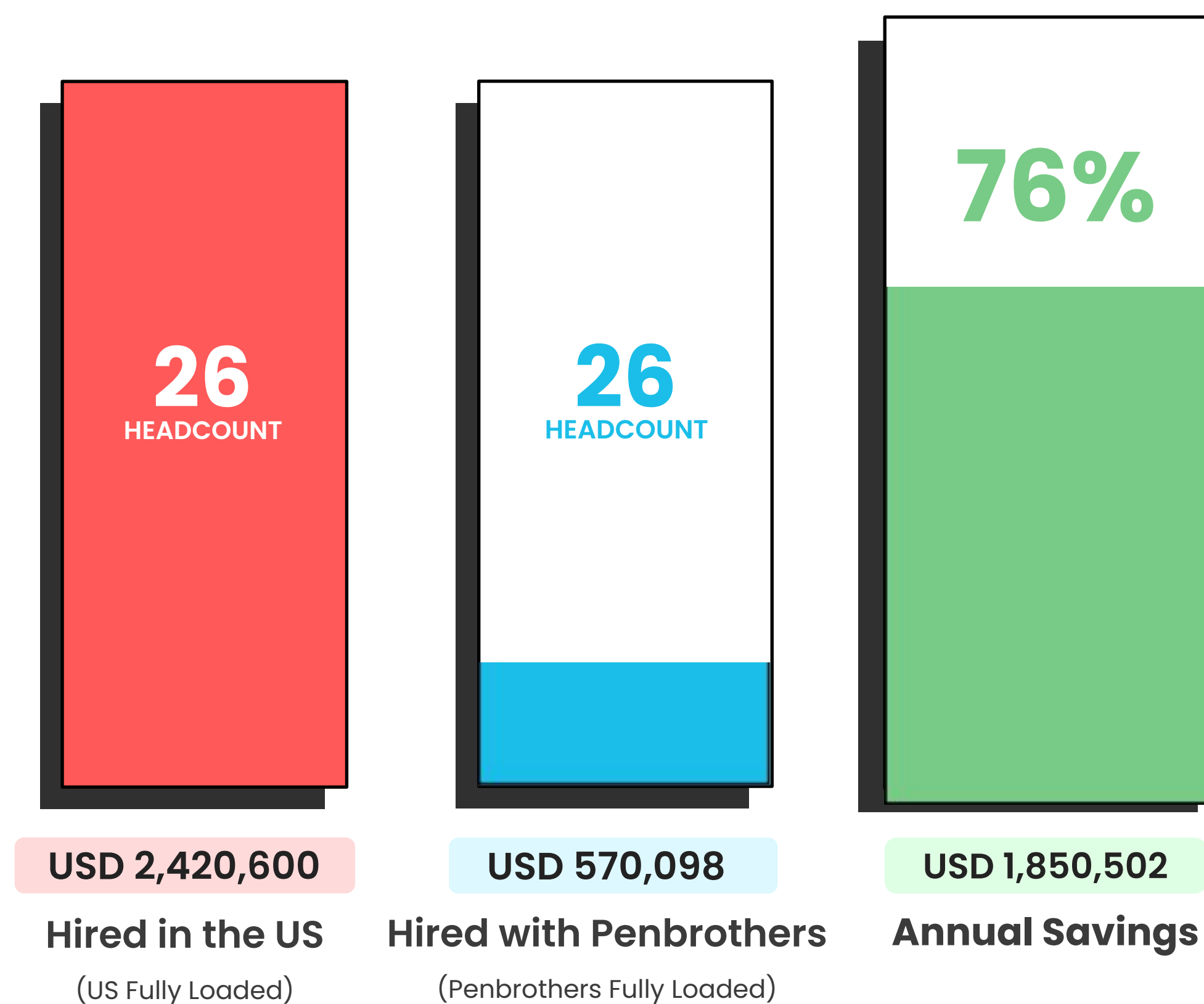


The Analytics

Headcount Growth



2025 Salary Cost Savings





Testimonials

“What's been great working with Penbrothers is that it's been a real partnership. It hasn't felt like we're outsourcing—it's really felt like we've been bringing on new colleagues into the company, and it's been really nice to have those partners working with us.”



Brett Wigdortz

CEO & Co-founder, Tiney

Grow Faster and Smarter.

Scale fast and hire high-quality talent with a fully managed offshore team.

Talk to Us

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